

**Subject:** Re: Materials for State of the BIDs Report

**From:** Tara Devine

**Date:** 04/13/2016 10:44 AM

**To:** Mike Russell

Oh, and Miranda also replied that the Report looks great.

On Apr 13, 2016 10:43 AM, "Wilshire Center BID" <[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)> wrote:

Thank you Tara.

On Apr 13, 2016, at 10:40 AM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

My apologies for not looping back faster. We did discuss yesterday and he'd rather wait until May. Thursday's agenda is full and he doesn't want to short-shrift the report.

Copy discussion not yet resolved.

On Apr 13, 2016 10:39 AM, "Wilshire Center BID" <[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)> wrote:

Hi Tara,

Any word from Andrew about tomorrow? I'm guessing this item will be brought up at the May 12th meeting? Just wanted to check with you.

Thank you,  
Mike Russell  
Wilshire Center Business Improvement Corporation (WCBIC)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
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Los Angeles, CA 90010

On Apr 11, 2016, at 3:42 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Andrew replied almost immediately after I sent it to say it looked great. No reply from Jessica or Miranda yet. I will probably have to follow-up to get feedback, I was going to give them a couple of days before I do, but perhaps Andrew would want to make room and push this up to Thursday's agenda if no one has significant feedback?

There may not be a lot of feedback one way or the other. I have received very minimal direction/input on my portions of the project to date, and have usually had to follow up to get feedback. I choose to interpret that as they are happy with the work, lol :)

I'll ask Andrew if the Consortium assistant can run copies of the draft report for the Consortium meeting...or perhaps the City Clerk can run them, and I'll loop back with you asap if he decides to move this up to Thursday's agenda.

Tara

On Mon, Apr 11, 2016 at 1:30 PM, Wilshire Center BID <[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)> wrote:

Hi Tara,

Any initial feedback/edits?

Also, do I need to make color copies for Thursday's Consortium Meeting?

Thank you,  
Mike Russell

Wilshire Center Business Improvement Corporation (WCBIC)

[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)

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On Apr 8, 2016, at 2:52 PM, Wilshire Center BID <[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)> wrote:

Hi Tara,

I made a few minor changes. Please use this one instead. Please share the attached file with the group.

Thank you,  
Mike Russell  
<state-of-the-bid-report.pdf>

On Apr 8, 2016, at 12:13 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

Wow. I think it looks fabulous! Thank you!  
I am short on time today for detailed review, although I don't think a detailed review will yield too many comments from me.  
But I took a quick run through it and I think it looks really good, and nothing stood out as an "I would change that."

Are you okay with my distributing it now to Jessica Lall, Andrew Thomas and Miranda Paster?

On Fri, Apr 8, 2016 at 11:53 AM, Wilshire Center BID <[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)> wrote:

Hi Tara,

Here is where I'm at with the report. See the attached pdf. Please let me know what you think.

Thank you,  
Mike

On Mar 18, 2016, at 2:51 PM, Tara Devine <[tara@devine-strategies.com](mailto:tara@devine-strategies.com)> wrote:

1) Attached is a whittled-down Powerpoint layout (feel free to whittle it down still more in the layout if you like...use your judgment.) Miranda reviewed and we discussed earlier this week. I incorporated her suggested changes (minor.)

2) I previously sent you a link to the Google Drive photos, if you need me to send it again, just let me know. The name of the BID should be in the filename for all the photos.

3) Under separate cover, I'll forward some layout styles and/or actual reports that I like. But feel free to use your judgment or suggest ones you like. It's hard to find reports online that are similar in nature/content to this one. There are a lot of business/annual reports and a lot of government reports/studies, both of which trend a lot wordier than this. This is sort of a marketing "light" format with a bit more substance - I have had trouble finding reports quite like it.

I don't really have any preconceived notions of what the layout should look like, other than going a bit more modern and/or urban than the last one. I think the last one laid out the content well, so feel free to use that as a reference as well as my Powerpoint. I'm attaching the prior SOTB Report in case you don't have it electronically. I have no attachment to a portrait or landscape layout - your choice.

4) Let me know whenever you need input or assistance - I'm here to help. Thank you for offering to do this!

Warmest regards,

**TARA DEVINE**

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